

NOW!

Paramount's all-out campaign—
designed in response to enthusiastic exhibitor endorsement—
enabling every theatre to achieve

MAXIMUM BOXOFFICE POTENTIAL

from The Greatest Grossing Attraction in Motion Picture History...by hard-selling
home to every ticket-buyer in every community that this is the

LAST CHANCE TO SEE!

...and for the

FIRST TIME AT REGULAR PRICES!*

Cecil B. DeMille's
PRODUCTION OF

The Ten Commandments

*NOTE: Promotional aids for theatres
exhibiting THE TEN COMMANDMENTS
with policy other than regular admission
prices...pages 9-10.

**COMPLETELY NEW
MERCHANDISING MANUAL**

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the MPAA Advertising Code as a self-regulatory procedure of
the Motion Picture Association of America.



All inquiries on this procedure, which is voluntarily subscribed
to by the major motion picture companies, may be addressed
to: Advertising Code Administrator, Motion Picture Association
of America, 28 West 44th Street, New York City 36, N. Y.

An Important Message For You From George Weltner

Dear Mr. Exhibitor:

Your best interests, as well as those of the public, will be well served by the exciting news we have for you.

As you know, Cecil B. DeMille's magnificent production **THE TEN COMMANDMENTS** has achieved the highest recognition of any attraction not only in Paramount history, but in all motion picture history.

We want you to reap full benefit from this unprecedented attraction. To that end, we have formulated a comprehensive plan which theatre operators and circuit buyers tell us is practical and tremendously promising. And we have prepared a completely new advertising campaign to implement it, a campaign with all the impact of the SAMSON promotion that is still the talk of the industry.

Because of our new sales policy and because THE TEN COMMANDMENTS will be withdrawn from distribution in the United States after this phase of its release, your ads may now feature the following compelling statement, emphasized in the saturation-penetration SAMSON way in newspapers, on radio and on television:

**FIRST TIME AT REGULAR PRICES!
LAST CHANCE TO SEE
Cecil B. DeMille's production
THE TEN COMMANDMENTS**

We are certain this message, driven home with hard-hitting completely NEW, SAMSON-style ads, will prove irresistibly attractive. Paramount is primed to give it everything it's got — and we sincerely believe it will profit both you and your whole community to do the same.

Sincerely,

George Weltner

* Note—ads have been designed so that theatres exhibiting with other than regular admissions may use alternate headline.

SMASH TV, RADIO SELL

Paramount is backing this "Last Chance to See" engagement of "The Ten Commandments" with an unprecedented barrage of television and radio selling that will pound home . . . *in the homes* . . . the news that this great entertainment is now available *uncut and intact, at regular prices!*

FREE!

TELEVISION TRAILERS

A series of special television trailers—FREE OF CHARGE TO YOU—is available upon request. They sell the thrilling action that made motion picture history—the sensational chariot chase and the Red Sea miracle . . . the worship of the Golden Calf orgy . . . the awesome spectacle of Moses' anger as he hurls the stone tablets containing God's commandments. The motion-packed excitement of these and other scenes are conveyed to home screen audiences via:

- 2 ONE-MINUTE SPOTS
- 6 TWENTY-SECOND SPOTS
- 4 TEN-SECOND SPOTS

In addition to the scene-selling, the narration emphasizes the other features of this release—"LAST CHANCE TO SEE," UNCUT, INTACT, AT REGULAR PRICES.

RADIO TRANSCRIPTIONS

A radio transcription platter that hard-sells the "first time at regular prices" and "last chance to see" aspects of this engagement is also available to you. The spots on the platter also colorfully highlight the great entertainment of this production—entertainment that can only be seen on the big motion picture theatre screen. Spots consist of:

- 2 ONE-MINUTE BLURBS
- 2 THIRTY-SECOND BLURBS
- 2 TWENTY-SECOND BLURBS
- 2 TEN-SECOND BLURBS

Radio Platter as well as TV Trailers are all obtainable upon request, FREE OF CHARGE, from Exploitation Department, Paramount Pictures Corp., 1501 Broadway, New York 36, N. Y.

10-MINUTE THEATRE TRAILER WITH NEW OPENING AND CLOSING POLICY SELLING:

The original ten-minute National Screen Service trailer in which Cecil B. DeMille himself sells the picture, has been brought up-to-date with a specially slanted prologue and epilogue—in color, prepared in such a way as to make it practical for exhibitors should they wish to cut the first and last frames which refer to "regular prices." This is especially for those exhibitors who wish to set special price policies of their own in regard to this "last chance to see" engagement.

The theatre trailer is, of course, to be ordered direct from
NATIONAL SCREEN SERVICE

NEW OPENING SELL

FOR THE FIRST TIME AT REGULAR PRICES.
THIS COMMUNITY CAN NOW SEE THE MOST MONUMENTAL MOTION PICTURE OF ALL TIME! HERE IS YOUR LAST CHANCE TO SEE . . .

NEW CLOSING SELL

Remember! THIS ENGAGEMENT IS YOUR LAST CHANCE TO SEE THE MOST ACCLAIMED MOTION PICTURE EVER PRODUCED!
SEE IT UNCUT! INTACT! IN ITS ENTIRETY!
SEE IT WITH YOUR WHOLE FAMILY!
SEE CECIL B. DEMILLE'S PRODUCTION "THE TEN COMMANDMENTS" FOR THE FIRST TIME AT REGULAR PRICES!

NEW PUBLICITY STORIES HIGHLIGHT NEW SALES ANGLE



Still No. 11515—F-25-B

Mat 2B

Moses, as portrayed by Charlton Heston, leads the Israelites out of Egypt in the epochal Exodus scene from the Cecil B. DeMille Technicolor Production, "The Ten Commandments." A last chance in years to see the Paramount triumph, uncut and intact, is being offered to local fans beginning at the Theatre.

DEMILLE'S WORLD-ACCLAIMED TRIUMPH TO BE SHOWN LAST TIME FOR YEARS

A last chance in years to see the crowning achievement of the master film-maker, Cecil B. DeMille, will be offered fans beginning when the great producer-director's world-acclaimed triumph, "The Ten Commandments" starts a regular

Epic Film at Regular Prices

The motion picture that electrified theatre audiences all over the world, the final picture made by that master showman, Cecil B. DeMille, "The Ten Commandments," will be presented in its original form—intact and uncut—for the last time in years to come beginning at the Theatre. The Paramount Technicolor and VistaVision spectacle can be seen and enjoyed by all the family at regular boxoffice prices. With Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne De Carlo, Debra Paget and John Derek heading a vast starring cast, the massive dramatization of Exodus is a picture everyone old enough to go to the movies should see at least once.



Still No. 11515—B-33-B

Mat 1A

Anne Baxter and Yul Brynner in a scene from Cecil B. DeMille's greatest production, "The Ten Commandments," which starts a regular price run at the Theatre. The world-acclaimed Paramount Technicolor hit stars Charlton Heston as Moses, and features some of the most spectacular scenes ever filmed.

price run at the Theatre.

The Paramount picture, in Technicolor, one of the most spectacular of all film achievements, was ten years in the planning, three years in research, three years in the writing, and more than a year in the actual shooting. Latter included location filming in Egypt on the shores of the Red Sea, in the Sinai deserts and on the slopes of Mount Sinai, on the very land that Moses is said to have trod.

The dramatization of the Book of Exodus stars Charlton Heston as Moses, Yul Brynner as his implacable enemy, Rameses II, Anne Baxter as the seductive Throne Princess they both loved, Edward G. Robinson as the treacherous slave overseer, Yvonne De Carlo as Sephora, Moses' devoted wife, Debra Paget as the beautiful water girl, Lilia, and John Derek as Joshua, Moses' lieutenant and friend. Important supporting roles are filled by Sir Cedric Hardwicke, Nina Foch, Martha Scott, Judith Anderson, Vincent Price.

Local Theatre Says, "Hurry!" For "Ten Commandments"

Beginning at the Theatre local movie fans will have an opportunity that will not be offered to them again for many years to come—the opportunity to see Cecil B. DeMille's greatest motion picture achievement, the Paramount Technicolor spectacular, "The Ten Commandments."

The film will be shown at regular prices, uncut and intact, exactly as in its original special engagements throughout the world. With Charlton Heston as Moses, Yul Brynner as Rameses II, Anne Baxter as Nefretiri, Edward G. Robinson, Yvonne De Carlo, Debra Paget and John Derek heading a vast starring cast and 25,000 extras, and its many scenes of overwhelming drama and sweep, "The Ten Commandments" will stand for all time as one of the masterpieces of motion picture entertainment.

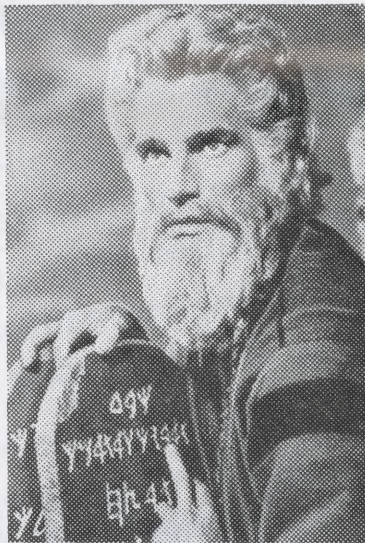
"The Ten Commandments" is the account of the life of Moses from his infancy when his mother set him afloat on the Nile, through his years as a young man in the Pharaoh's army, to his betrayal and exile to the desert, and finally his deliverance of the Israelites.

LAST SHOWINGS, FOR MANY YEARS TO COME, OF DEMILLE EPIC, 'THE TEN COMMANDMENTS'

The motion picture that received extraordinary acclaim by critics and public alike and that has been hailed all over the world as the crowning achievement of that master picture-maker, Cecil B. DeMille, will be given a showing that will not be repeated for many years to come. It is "The Ten Commandments" and it starts an engagement at the Theatre that should be welcomed by all who have not yet seen it, as well as the many who will want to see it again with their families.

The Paramount Technicolor spectacular will be offered at regular boxoffice prices, uncut and intact, exactly as it ran in previous, special engagements throughout the world. It stars Charlton Heston as Moses; Yul Brynner as Rameses II; Anne Baxter as the seductive Nefretiri, who loves Moses but when rejected turns against him; Edward G. Robinson as Dathan, treacherous overseer of the Hebrew slaves; Yvonne De Carlo as Sephora, Moses' faithful wife, Debra Paget as the gentle water girl, Lilia; John Derek as Joshua, Moses' trusted lieutenant and friend, and many supporting stars too numerous to mention.

"The Ten Commandments" recreates the life of Moses from his infancy through his time as the great lawgiver. Much of it was filmed in Egypt on the very ground trod by Moses himself.



Still No. 11515—P-2-12

Mat 1E

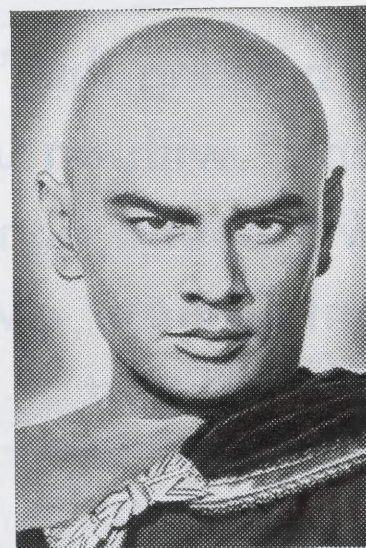
Charlton Heston as Moses, the great lawgiver, heads the impressive starring cast of Cecil B. DeMille's greatest production, "The Ten Commandments." Fans will have a last chance in years to see the Paramount Technicolor triumph beginning at the Theatre, intact and uncut.

'The Ten Commandments' Now at Regular Prices

The picture that has been hailed by press, public and pulpit everywhere it has been shown all over the world—Cecil B. DeMille's last and greatest achievement, "The Ten Commandments"—will have a showing that will not be repeated for many years to come, beginning next at the Theatre.

Uncut, intact and at regular boxoffice prices, the Paramount Technicolor triumph is one picture that no one of our time should miss. It contains some of the most awesome spectacles ever photographed for the screen: the vast Exodus, the Red Sea parting, the barbaric Golden Calf worship, and many other unforgettable scenes.

Heading the vast star list are Charlton Heston as Moses, Yul Brynner as Rameses II.



Still No. 11515—P-3-11

Mat 1P

Yul Brynner as the Pharaoh of Cecil B. DeMille's greatest production, "The Ten Commandments," shares starring honors with Charlton Heston, Anne Baxter and many others in the Paramount Technicolor film. It will be shown, intact and uncut at regular prices, beginning at the Theatre

SHORTS

At the Theatre fans are currently thrilling to Cecil B. DeMille's greatest triumph, "The Ten Commandments," which is being shown for the last time for many years to come. Among the many spectacular scenes in the Paramount Technicolor dramatization of Exodus is the awesome sequence depicting the parting of the Red Sea, one of the most carefully planned scenes in film annals. The sequence, scenes for which were shot on the actual shores of the Red Sea in Egypt, required over a year of camera work, preceded by two years of planning—a total of three years for ten minutes of film!

"The Ten Commandments," Cecil B. DeMille's monumental and crowning triumph, is now having its final run for many years to come at the Theatre. Fans who have not yet seen this must see Paramount Technicolor production, and those who will surely want to see it again with their families, can do so at regular boxoffice prices, uncut and intact, exactly as it was shown in special engagements all over the world. The three-hours-thirty-nine minutes film backgrounds the story of Exodus with spectacle of a dimension that has caused it to be hailed by press, public and pulpit as one of the greatest motion picture achievements of all time.

Among the many spectacular scenes now thrilling audiences at the Theatre where Cecil B. DeMille's stupendous Technicolor production, "The Ten Commandments" is having a showing which will not be repeated for many years to come, is the massive Exodus scene. Called the most gigantic tableau in the entire history of film-making, it contains 25,000 native Egyptian extras. They were joined by Australian camels, Hawaiian water buffalo, sheep, horses, cattle, ducks and geese to create spectacle on a scale unequalled on the screen. The Paramount triumph, with Charlton Heston and Yul Brynner heading an impressive cast, can be seen, uncut and intact, at regular boxoffice prizes.



Still No. 11515—B-32

Mat 1B

Anne Baxter as the seductive Nefretiri in Cecil B. DeMille's greatest triumph, "The Ten Commandments," which fans will have a last chance in years to see—uncut and intact and at regular prices—beginning at the Theatre. Charlton Heston and Yul Brynner are among the many stars in Paramount's Technicolor hit.

It's Last Time Around For DeMille's Greatest

In any list of the greatest motion pictures ever made there is sure to be included Cecil B. DeMille's final triumph, the masterpiece of a career of outstanding film achievements, "The Ten Commandments." The spectacular Paramount production, in Technicolor, massive dramatization of Exodus, will be given its last showing for many years to come beginning next at the Theatre. Fans who have not yet seen it, or who will want to see it again, can do so now exactly as it was shown at special engagements, but at regular boxoffice prices. Charlton Heston, Yul Brynner and Anne Baxter head the impressive cast.



Still No. 11515—C-29-C

Mat 1C

Egyptian Prince Yul Brynner and Edward G. Robinson in a scene from Cecil B. DeMille's Technicolor, "The Ten Commandments" now at the Theatre.

ADVERTISING...

NOTE!

If you are presenting "THE TEN COMMANDMENTS" at any price policy other than that indicated, please note that these ads are designed in such a way that price copy can be easily deleted!



LAST CHANCE TO SEE

Cecil B. DeMille's
PRODUCTION

The Ten Commandments

FIRST TIME AT REGULAR PRICES!

CECIL B. DeMILLE'S PRODUCTION **THE TEN COMMANDMENTS**
STARRING CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK
SIR CEDRIC HARDWICKE · NINA FOCH · MARTHA SCOTT · JUDITH ANDERSON · VINCENT PRICE **TECHNICOLOR®**
Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

UNCUT! INTACT!
 Exactly as shown
 to millions at
 advanced prices for
 over three years!

4 COLS. x { 150 LINES.....600 LINES
 10¾ inches.....43 inches

MAT 402

**THIS IS
YOUR LAST
CHANCE**

to see the supreme
motion picture
of all time!

**FIRST
TIME AT
REGULAR
ADMISSION
PRICES!**

UNCUT! INTACT!
Exactly as shown to
millions at advanced prices
for over three years!

Cecil B. DeMille's
PRODUCTION

The Ten Commandments



CECIL B. DEMILLE'S PRODUCTION **THE TEN COMMANDMENTS**

starring CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK · SIR CEDRIC HARDWICKE · NINA FOCH · MARTHA SCOTT · JUDITH ANDERSON · VINCENT PRICE **TECHNICOLOR®**

Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

4 COLS. x { 175 LINES.....700 LINES
12 1/2 inches.....50 inches

MAT 403

FIRST TIME AT REGULAR PRICES!

**LAST
CHANCE TO
SEE**

Cecil B. DeMille's
PRODUCTION

The Ten Commandments



CECIL B. DeMILLE'S PRODUCTION **THE TEN COMMANDMENTS**
starring CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK · TECHNICOLOUR®
SIR CEDRIC HARDWICKE · NINA FÖCH · MARTHA SCOTT · JUDITH ANDERSON · VINCENT PRICE
Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

**UNCUT!
INTACT!**

Exactly as shown
to millions
at advanced
prices for over
three years!

5 COLS. x { 170 LINES.....850 LINES
12 inches.....60 inches

MAT 501

FIRST TIME AT REGULAR PRICES!

**LAST
CHANCE TO
SEE**

Cecil B. DeMille's
PRODUCTION

The Ten Commandments



CECIL B. DeMILLE'S **THE TEN COMMANDMENTS**

starring CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK · SIR CEDRIC HARDWICKE · NINA FOCH · MARTHA SCOTT · JUDITH ANDERSON · VINCENT PRICE

TECHNICOLOR®

Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

**UNCUT!
INTACT!**

Exactly as shown
to millions
at advanced
prices for over
three years!

4 COLS. x { 135 LINES 540 LINES
9 1/2 inches 38 inches

MAT 401

LAST CHANCE TO SEE



Cecil B. DeMille's **The Ten Commandments**

FIRST TIME AT REGULAR PRICES!

CECIL B. DeMILLE'S PRODUCTION
CHARLTON HESTON YUL BRYNNER ANNE BAXTER EDWARD G. ROBINSON YVONNE DE CARLO DEBRA PAGET DEREK SIR CEDRIC HARDWICKE NINA MARATHA JUDITH VINCENT SCOTT ANDERSON PRICE
Written for the screen by Aeneas MacKenzie
 Based upon the Holy Scriptures and other ancient and modern writings
 Produced by Motion Picture Associates, Inc. VistaVision® A Paramount Picture

1 COL. { 85 LINES
 6 inches

MAT 103



FIRST TIME AT REGULAR PRICES!

LAST CHANCE TO SEE

Cecil B. DeMille's **The Ten Commandments**

BOTH MIDGETS ON MAT 101

YOUR LAST CHANCE TO SEE

Cecil B. DeMille's **The Ten Commandments**

FIRST TIME AT REGULAR PRICES!

FIRST TIME AT REGULAR PRICES!

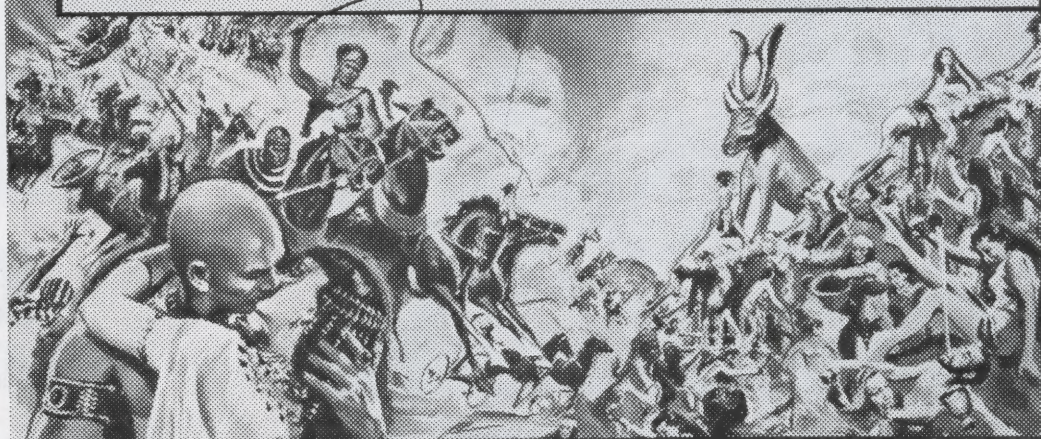


LAST CHANCE TO SEE

the Supreme Motion Picture of all Time!

Cecil B. DeMille's
 PRODUCTION

The Ten Commandments



UNCUT! INTACT! Exactly as shown to millions at advanced prices for over three years!

CECIL B. DeMILLE'S PRODUCTION **THE TEN COMMANDMENTS**
starring CHARLTON HESTON YUL BRYNNER ANNE BAXTER EDWARD G. ROBINSON YVONNE DE CARLO DEBRA PAGET DEREK SIR CEDRIC HARDWICKE NINA MARATHA JUDITH VINCENT SCOTT ANDERSON PRICE
Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

3 COLS. x { 170 LINES.....510 LINES
 12 inches.....36 inches

MAT 303

An Absolute Must!
**SHARE IT
WITH YOUR
WHOLE FAMILY!**



CECIL B. DEMILLE'S
PRODUCTION
**THE TEN
COMMANDMENTS**
TECHNICOLOR® VISTAVISION® A Paramount Picture



starring
CHARLTON YUL ANNE EDWARD G.
HESTON • BRYNNER • BAXTER • ROBINSON
YVONNE DEBRA JOHN
DE CARLO • PAGET • DEREK

SIR CEDRIC NINA MARTHA JUDITH VINCENT
HARDWICKE • FOCH • SCOTT • ANDERSON • PRICE

Written for the screen by AENEAS MACKENZIE • JESSE L. LASKY, JR. • JACK GARISS • FREDRIC M. FRANK
Based upon the HOLY SCRIPTURES and other ancient and modern writings • Produced by Motion Picture Associates, Inc.

T H E A T R E

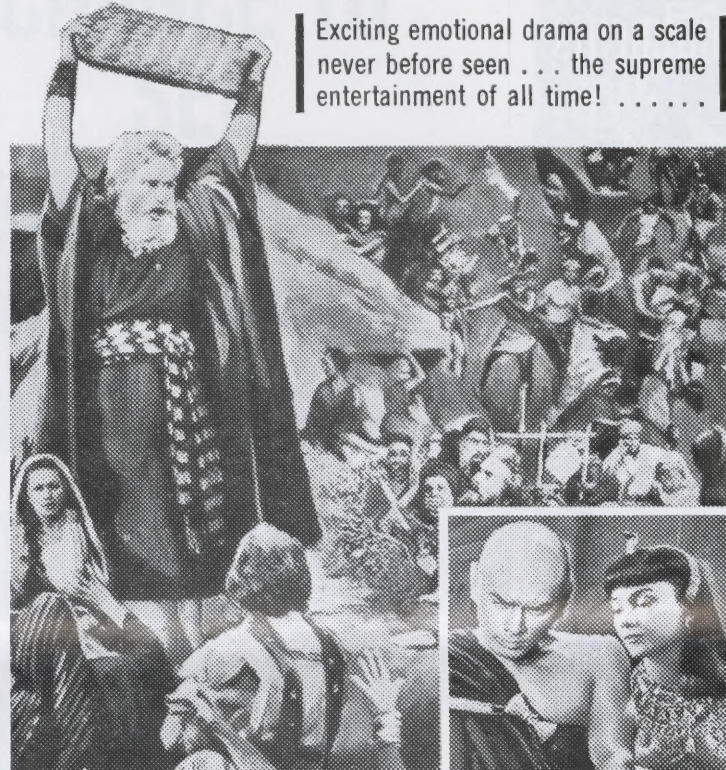
2 COLS. x { 160 LINES ... 320 LINES
11 1/2 inches ... 23 inches

MAT 22 2

Promotional aids for t
"THE TEN COMMANDMENTS"
than regular adm

**THE MOST SIGNIFICANT HUMAN
DRAMA EVER LIVED ...**

Exciting emotional drama on a scale
never before seen ... the supreme
entertainment of all time!



CECIL B. DEMILLE'S
PRODUCTION

**THE TEN
COMMANDMENTS**

starring
CHARLTON YUL ANNE EDWARD G.
HESTON • BRYNNER • BAXTER • ROBINSON

YVONNE DEBRA JOHN
DE CARLO • PAGET • DEREK

SIR CEDRIC NINA MARTHA JUDITH VINCENT
HARDWICKE • FOCH • SCOTT • ANDERSON • PRICE

Written for the screen by AENEAS MACKENZIE • JESSE L. LASKY, JR. • JACK GARISS • FREDRIC M. FRANK
Based upon the HOLY SCRIPTURES and other ancient and modern writings • Produced by Motion Picture Associates, Inc.

TECHNICOLOR® VISTAVISION®
A PARAMOUNT PICTURE

T H E A T R E

2 COLS. x { 125 LINES 250 LINES
9 inches 18 inches MAT 220A

ORDER MATS BY NUMBER

theatres exhibiting
NTS" with policy other
mission prices.



THE MIGHTIEST HUMAN DRAMA EVER!

The story of a man tested and tempered
by the temptation of riches, power and the
flesh... fighting his way upward in the most
significant life a man ever lived!



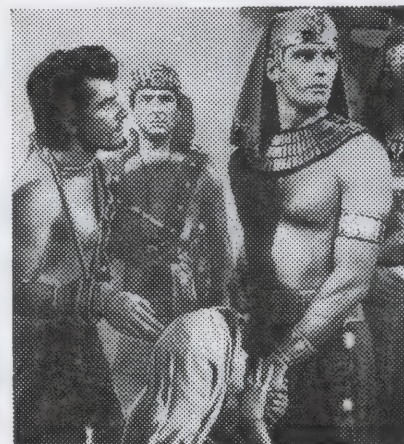
VISTAVISION®
TECHNICOLOR®

CECIL B. DEMILLE'S PRODUCTION
The Ten Commandments
starring
CHARLTON HESTON • YUL BRYNNER • ANNE BAXTER • EDWARD G. ROBINSON • YVONNE DE CARLO • DEBRA PAGET • JOHN DEREK
SIR CEDRIC HARDWICKE • NINA FOCH • MARTHA SCOTT • JUDITH ANDERSON • VINCENT PRICE
Written for the screen by AENEAS MACKENZIE • JESSE L. LASKY, JR. • JACK GARISS • FREDRIC M. FRANK
Based upon the HOLY SCRIPTURES and other ancient and modern writings • Produced by Motion Picture Associates, Inc. • A Paramount Picture

3 COLS. x { 115 LINES... 345 LINES
8 1/2 inches... 25 1/2 inches

MAT 302A

THE SUPREME MOTION PICTURE OF ALL TIME!



"THE GREATEST
MOVING PICTURE
I HAVE EVER SEEN!"

— Walter Winchell

"A FILM OF
REVERENT
AND MASSIVE
MAGNIFICENCE!"

— Life Magazine

CECIL B. DEMILLE'S PRODUCTION **The Ten Commandments**

starring
CHARLTON HESTON • YUL BRYNNER • ANNE BAXTER • EDWARD G. ROBINSON
YVONNE DE CARLO • DEBRA PAGET • JOHN DEREK

SIR CEDRIC HARDWICKE • NINA FOCH • MARTHA SCOTT • JUDITH ANDERSON • VINCENT PRICE

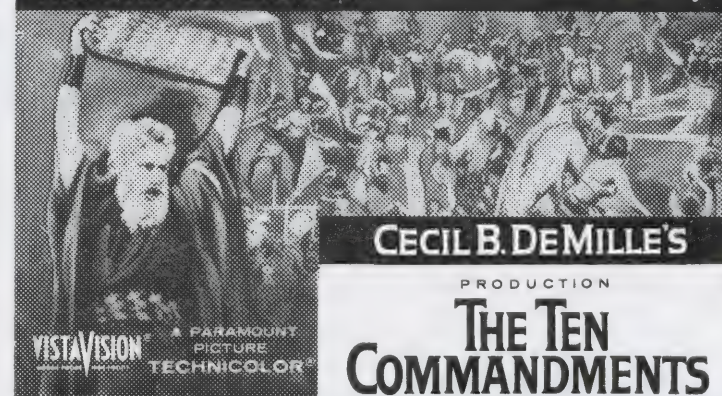
Written for the screen by AENEAS MACKENZIE • JESSE L. LASKY, JR. • JACK GARISS • FREDRIC M. FRANK
Based upon the HOLY SCRIPTURES and other ancient and modern writings • Produced by Motion Picture Associates, Inc.

A Paramount Picture VISTAVISION® TECHNICOLOR®

T H E A T R E

2 COLS. x { 70 LINES.....140 LINES
5 inches..... 10 inches **MAT 212**

The Greatest Event in Motion Picture History!



CECIL B. DEMILLE'S

PRODUCTION

The Ten Commandments

starring
CHARLTON HESTON • YUL BRYNNER • ANNE BAXTER • EDWARD G. ROBINSON • YVONNE DE CARLO • DEBRA PAGET
JOHN DEREK • SIR CEDRIC HARDWICKE • NINA FOCH • MARTHA SCOTT • JUDITH ANDERSON • VINCENT PRICE

Written for the screen by AENEAS MACKENZIE • JESSE L. LASKY, JR. • JACK GARISS • FREDRIC M. FRANK
Based upon the HOLY SCRIPTURES and other ancient and modern writings • Produced by Motion Picture Associates, Inc.



2 COLS. x { 50 LINES.....100 LINES
3 1/2 inches.....7 inches **MAT 218**

FROM NATIONAL SCREEN SERVICE



LAST CHANCE TO SEE

Cecil B. DeMille's
PRODUCTION

The Ten Commandments

FIRST TIME AT REGULAR PRICES!

UNCUT! INTACT!

Exactly as shown
to millions at
advanced prices for
over three years!

CECIL B. DeMILLE'S **THE TEN COMMANDMENTS**

CHARLTON YUL ANNE EDWARD G. YVONNE DEBRA JOHN
HESTON · BRYNNER · BAXTER · ROBINSON · DE CARLO · PAGET · DEREK **TECHNICOLOR**
SIR CEDRIC NINA MARTHA JUDITH VINCENT
HARDWICKE · FOCH · SCOTT · ANDERSON · PRICE
Written for the screen by Annes MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank. Based upon the Holy Scriptures
and other ancient and modern writings. Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

3 COLS. x { 112 LINES 336 LINES
8 inches 21 inches

MAT 301



**LAST
CHANCE
TO
SEE**

**FIRST
TIME AT
REGULAR
PRICES!**

Cecil B. DeMille's
PRODUCTION

The Ten Commandments

CECIL B. DeMILLE'S **THE TEN COMMANDMENTS** CHARLTON YUL ANNE
EDWARD G. YVONNE DEBRA JOHN
ROBINSON · DE CARLO · PAGET · DEREK · HARDWICKE · FOCH · SCOTT · ANDERSON · PRICE **TECHNICOLOR**
Written for the screen by Annes MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank. Based upon the Holy Scriptures
and other ancient and modern writings. Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

2 COLS. x { 100 LINES ... 200 LINES
7 inches ... 14 inches

MAT 201

BANNER DISPLAYS

SECTIONAL VALANCE
\$1.50 per running foot

3-PIECE STREAMERS
\$15.00 each

FLAG—WALL BANNER
9' x 12'
One side \$47.50
Two sides \$75.00

USHERS' BADGES
— 40¢ each

Order direct from **NATIONAL FLAG AND DISPLAY COMPANY**
43 West 21st St., New York 10, N. Y.

IN CANADA: **THEATRE POSTER SERVICE**
250 Victoria St., Toronto, Ontario, Canada



LAST CHANCE TO SEE

**FIRST TIME AT
REGULAR PRICES!**

Cecil B. DeMille's PRODUCTION The Ten Commandments

CECIL B. DeMILLE'S **THE TEN COMMANDMENTS**
CHARLTON YUL ANNE EDWARD G. YVONNE DEBRA JOHN
HESTON · BRYNNER · BAXTER · ROBINSON · DE CARLO · PAGET · DEREK
SIR CEDRIC NINA MARTHA JUDITH VINCENT
HARDWICKE · FOCH · SCOTT · ANDERSON · PRICE
Written for the screen by Annes MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank
Based upon the Holy Scriptures and other ancient and modern writings. Produced by Motion Picture
Associates, Inc. · VistaVision® · A Paramount Picture **TECHNICOLOR**

2 COLS. x { 28 LINES 56 LINES
2 inches 4 inches

MAT 204



FIRST TIME AT REGULAR PRICES!

**LAST
CHANCE
TO SEE!**

Cecil B. DeMille's PRODUCTION The Ten Commandments

CECIL B. DeMILLE'S **THE TEN COMMANDMENTS**
CHARLTON YUL ANNE EDWARD G. YVONNE DEBRA JOHN
HESTON · BRYNNER · BAXTER · ROBINSON · DE CARLO · PAGET · DEREK
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Associates, Inc. · VistaVision® · A Paramount Picture **TECHNICOLOR**

1 COL. x { 45 LINES
3 inches

MAT 102

FIRST TIME AT REGULAR PRICES!

**LAST
CHANCE
TO SEE**

Cecil B. DeMille's
PRODUCTION **The Ten Commandments**

CECIL B. DeMILLE'S PRODUCTION **THE TEN COMMANDMENTS** CHARLTON HESTON · ANNE BRYNNER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK · SIR CEDRIC HARDWICKE · NINA FOCH · MARATHA SCOTT · JUDITH ANDERSON · VINCENT PRICE **TECHNICOLOR**
Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

2 COLS. x { 50 LINES . . . 100 LINES
3 1/2 inches . . . 7 inches

MAT 203

**THIS IS
YOUR LAST
CHANCE**

to see the supreme
motion picture
of all time!

**FIRST
TIME AT
REGULAR
ADMISSION
PRICES!**

UNCUT! INTACT!
Exactly as shown to
millions at advanced prices
for over three years!

Cecil B. DeMille's
PRODUCTION **The Ten Commandments**

CECIL B. DeMILLE'S PRODUCTION **THE TEN COMMANDMENTS**

CHARLTON HESTON · YVONNE BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · DEBRA PAGET · JOHN DEREK · SIR CEDRIC HARDWICKE · NINA FOCH · MARATHA SCOTT · JUDITH ANDERSON · VINCENT PRICE **TECHNICOLOR**
Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

3 COLS. x { 133 LINES 399 LINES
9 1/2 inches 28 1/2 inches

MAT 302

**LAST
CHANCE
TO SEE**

Cecil B. DeMille's
PRODUCTION **The Ten Commandments**

**FIRST
TIME AT
REGULAR
PRICES!**

CECIL B. DeMILLE'S PRODUCTION **THE TEN COMMANDMENTS** CHARLTON HESTON · ANNE BRYNNER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK · SIR CEDRIC HARDWICKE · NINA FOCH · MARATHA SCOTT · JUDITH ANDERSON · VINCENT PRICE **TECHNICOLOR**
Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

2 COLS. x { 75 LINES . . . 150 LINES
5 1/2 inches 11 inches

MAT 202

Cecil B. DeMille's
PRODUCTION

The Ten Commandments

**LAST
CHANCE
TO SEE**

the Supreme
Emotional Experience
of Our Time!

**FIRST
TIME AT
REGULAR
PRICES!**

Uncut! Intact!
Shown in its Entirety!



Exactly as shown
to millions at
advanced prices for
over three years!

CECIL B. DEMILLE'S PRODUCTION **THE TEN COMMANDMENTS**

starring CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · YVONNE DE CARLO · DEBRA PAGET · JOHN DEREK · **TECHNICOLOR®**
SIR CEDRIC HARDWICKE · NINA FOCH · MARTHA SCOTT · JUDITH ANDERSON · VINCENT PRICE

Written for the screen by Aeneas MacKenzie · Jesse L. Lasky, Jr. · Jack Gariss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · VistaVision® · A Paramount Picture

5 COLS. x { 200 LINES 1000 LINES
14 1/4 inches 71 1/4 inches

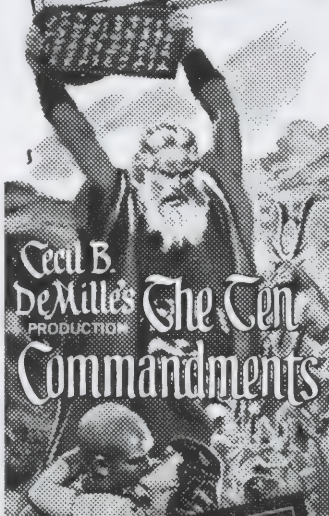
MAT 502

◀ This ad
also available
in two colors.
MAT 502C

COMPLETE CAMPAIGN MAT . . ORDER SPECIAL MAT No. 1

All these ads
and scenes on
one mat

LAST CHANCE TO SEE



Cecil B. DeMille's The Ten Commandments

FIRST TIME AT REGULAR PRICES!

CECIL B. DeMILLE'S PRODUCTION
THE TEN COMMANDMENTS
CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · DEBRA DE CARLO · YVONNE PAGET · JOHN DEREK · SIR CECIL HARDWICKE · MARTHA FOCH · JUDITH SCOTT · VINCENT ANDERSON · PRICE
Written for the screen by Anne MacKenzie · Jesse L. Lasky, Jr. · Jack Goss · Fredric M. Frank · Based upon the Holy Scriptures and other ancient and modern writings · Produced by Motion Picture Associates, Inc. · Vitafilm® · A Paramount Picture **TECHNICOLOR**

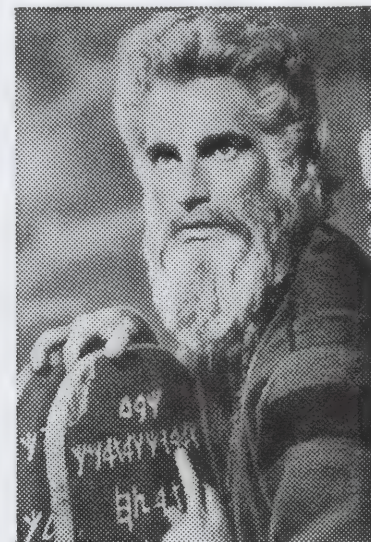
FIRST TIME AT REGULAR PRICES!

LAST CHANCE TO SEE



Cecil B. DeMille's The Ten Commandments

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FIRST TIME AT REGULAR PRICES!



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LAST CHANCE TO SEE!



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Cecil B. DeMille's The Ten Commandments

FIRST TIME AT REGULAR PRICES!

LAST CHANCE TO SEE



Cecil B. DeMille's The Ten Commandments

Cecil B. DeMille's The Ten Commandments

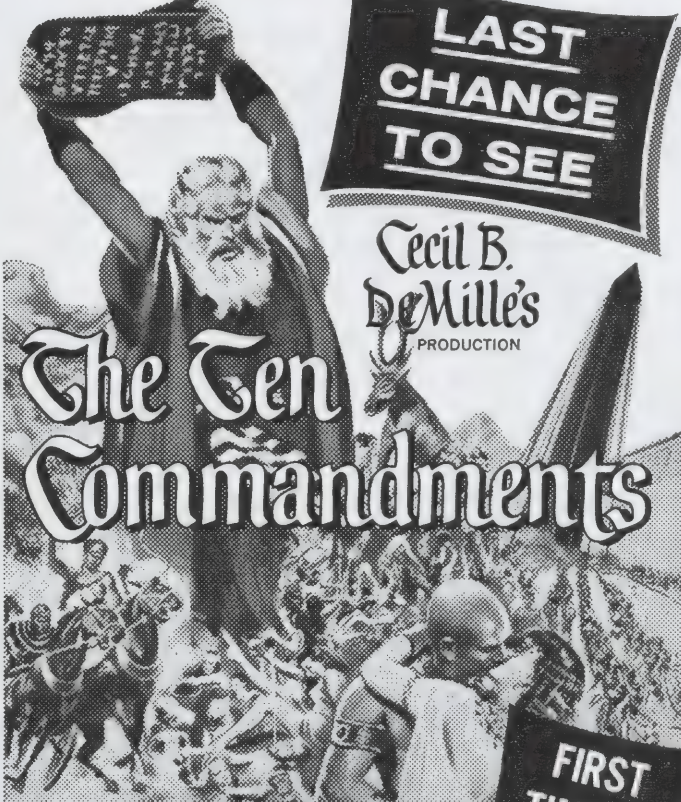


YOUR LAST CHANCE TO SEE

Cecil B. DeMille's The Ten Commandments

FIRST TIME AT REGULAR PRICES!

LAST CHANCE TO SEE



Cecil B. DeMille's The Ten Commandments

CECIL B. DeMILLE'S PRODUCTION
THE TEN COMMANDMENTS
CHARLTON HESTON · YUL BRYNNER · ANNE BAXTER · EDWARD G. ROBINSON · DEBRA DE CARLO · YVONNE PAGET · JOHN DEREK · SIR CECIL HARDWICKE · MARTHA FOCH · JUDITH SCOTT · VINCENT ANDERSON · PRICE
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FIRST TIME AT REGULAR PRICES!



These mats may be ordered singly by number at the regular price. Individual mats are shown on the advertising and publicity pages.

FOLLOW THROUGH WITH THIS SHOWMAN'S CHECK LIST OF PROMOTION SUGGESTIONS

1. **CONTACT CLERGY:** The extraordinarily warm reception accorded "The Ten Commandments" by leading clergymen of all denominations indicates the importance of your making contact with this highly respected and influential group in your town. Suggest to clergymen that they announce to their congregations that this great family film can now be seen **INTACT, UNCUT at REGULAR PRICES, EXACTLY AS IT RAN IN SPECIAL ENGAGEMENTS.**
2. **TELEPHONE SELL:** Use the telephone for personal sell! Check all of the club lists you can get hold of and make a special list for yourself of all of the officers you can reach by telephone. Add to it civic officials, radio and television executives, newspaper and school leaders—in short, all of the opinion-moulders. Ask if they have seen "The Ten Commandments" yet; tell them that it will be at your theatre, **UNCUT, INTACT, at REGULAR PRICES;** urge them to use their considerable influence to get everyone within their range to see this great production again . . . or for the first time.
3. **LOCAL GROUPS:** Various groups in every town—social, civic, religious—plan theatre parties from time to time. "The Ten Commandments" is the perfect picture for the whole family—the perfect entertainment for theatre party purposes. Send out a personal letter to that effect, including the information in it that the picture can be seen **FOR THE LAST TIME IN YEARS, UNCUT, INTACT, at REGULAR PRICES.**
4. **MERCHANT CO-OPS:** "The Ten Commandments" lends itself ideally to a dignified and effective merchant co-up ad that should appeal to advertisers who would like a peg for institutional selling. Try to get the Advertising Manager of your cooperating newspaper to work with you in lining up a full page ad along the lines: **BLANKTOWN'S SALUTE TO QUALITY . . . FOR QUALITY IN MOTION PICTURE ENTERTAINMENT SEE CECIL B. DeMILLE'S "THE TEN COMMANDMENTS" . . . FOR QUALITY MERCHANDISE SHOP AT THESE STORES! LAST CHANCE TO SEE . . . FOR THE FIRST TIME AT REGULAR PRICES . . . UNCUT . . . INTACT . . . EXACTLY AS IT RAN IN SPECIAL ENGAGEMENTS!**
5. **CLUB PUBLICATIONS:** Place an ad in local club periodicals and religious announcement pamphlets, emphasizing the fact that you will show the film **UNCUT, INTACT, at REGULAR PRICES, LAST CHANCE TO SEE!**
6. **HOTEL COUNTERS:** As a service to patrons, hotels might permit placing announcements in mail boxes and on counters.
7. **SNIPE THE TOWN:** If there are any fences in town, or buildings that have unbroken back or sides facing the streets, try to get permission to white-wash on them: **LAST CHANCE TO SEE "THE TEN COMMANDMENTS" . . . UNCUT! INTACT! AT REGULAR PRICES! (Theatre)**
8. **DIRECTIONAL SIGNS:** Plant around town directional signs reading: **THE RIGHT DIRECTION . . . "THE TEN COMMANDMENTS" (Theatre)**
9. **WINDOW TIME-STUNT:** Use this tie-in line for jewelry or department store windows displaying watches or clocks, plus stills from the picture: **THE TIME IS NOW FOR YOUR LAST CHANCE TO SEE "THE TEN COMMANDMENTS" . . . UNCUT . . . INTACT . . . AT REGULAR PRICES! (Theatre)**
10. **STREET BALLY:** Street bally of girl or man in Egyptian costume, carrying large, parchment-like scroll reading: **LAST CHANCE TO SEE THE GREATEST PICTURE EVER MADE! "THE TEN COMMANDMENTS" . . . UNCUT . . . INTACT . . . AT REGULAR PRICES! (Theatre)**
11. **SPECIAL MATINEES:** Arrange with Sunday schools or regular schools for week-end and morning matinees for groups of children.
12. **RECORD STORES:** Use the Dot Record Company's L.P. album of the great Elmer Bernstein musical score in the lobby, and try for record store windows.
13. **EDITORIALS:** Try for newspaper editorials urging readers to take advantage of this **LAST CHANCE TO SEE** engagement; and special stories on the religious page.
14. **IMPORTANT QUOTES:** Reprint original rave reviews or whatever quotes from important people you may have obtained if you played the picture before. Use these for throwaways, with the added message that this is the **LAST CHANCE TO SEE** engagement, **UNCUT, INTACT, etc.**

LIVE RADIO SPOTS

60-words:

See the greatest Biblical story ever filmed . . . Cecil B. DeMille's masterpiece, "The Ten Commandments," uncut . . . intact . . . just as it ran in special engagements, but now at popular prices. It's your last chance to see Paramount's great Technicolor spectacle, "The Ten Commandments" starring Charlton Heston, Yul Brynner, Anne Baxter, Edward G. Robinson, Yvonne DeCarlo, Debra Paget, John Derek and many others! Re-release starts (day) . . . Theatre.

40-words:

Still the greatest picture ever made . . . Cecil B. DeMille's "The Ten Commandments" . . . your last chance to see it . . . uncut, intact, at popular prices! See it with your whole family . . . you'll all remember it forever! Paramount's spectacular Technicolor production, "The Ten Commandments," starts (day) . . . Theatre.

25-words:

It's your last chance to see the greatest Biblical film ever made . . . Cecil B. DeMille's "The Ten Commandments," uncut . . . at popular prices . . . the Paramount Technicolor production starts (day) . . . Theatre.

SPECIAL ART KEYS THIS SPECTACULAR JUMBO HERALD

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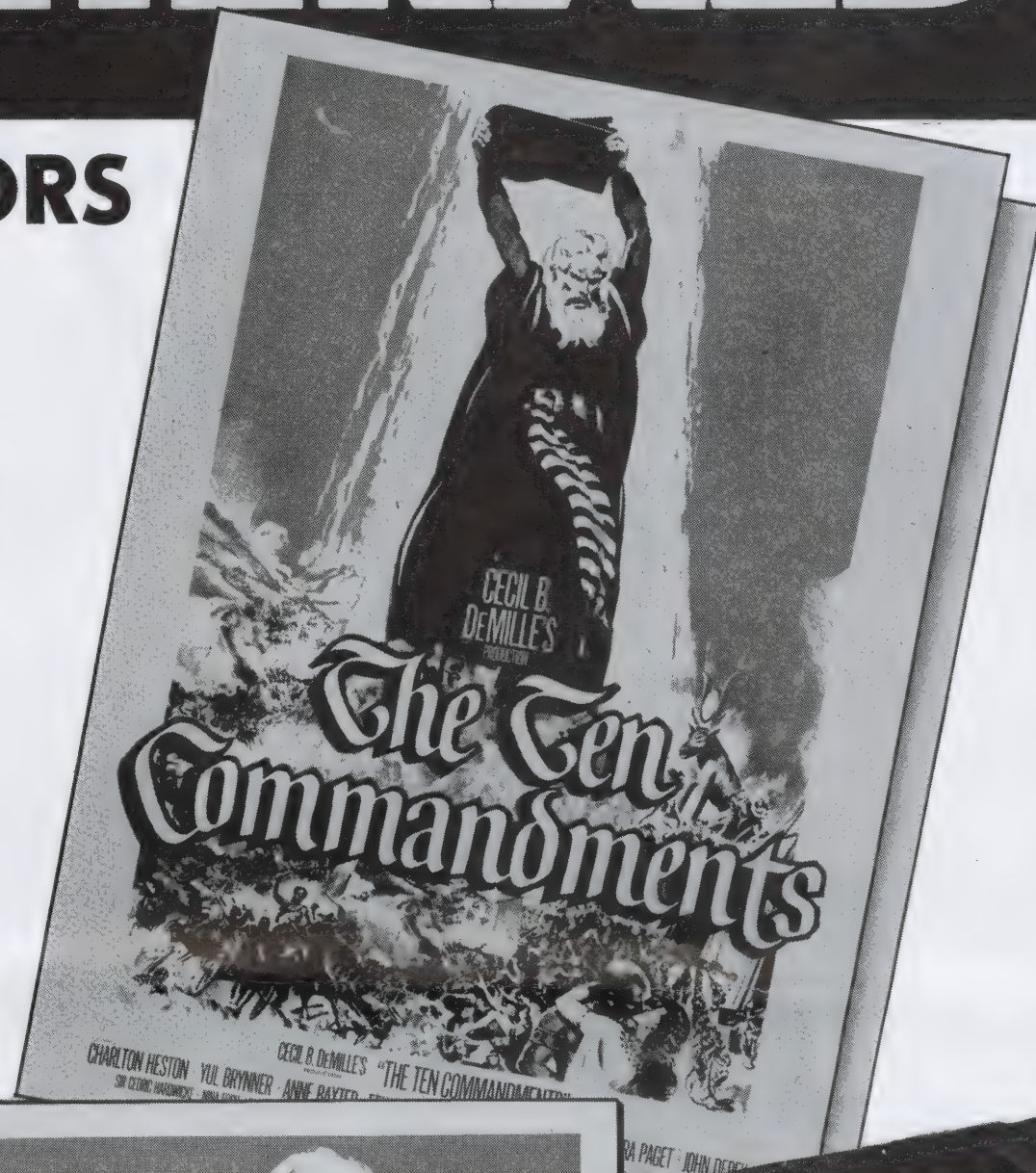
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Each additional 1000 imprinted . . . \$8.25

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LAST CHANCE TO SEE!

FIRST TIME REGULAR PRICES!

CECIL B. DEMILLE'S

**The Ten
Commandments**

UNCUT! INTACT!

SHOWN IN ITS ENTIRETY!

TECHNICOLOR

**A SMASHING
POWERHOUSE
OF SELLING!**

Liberal use of this impressive and convincing sales piece assures the biggest possible returns at your boxoffice. Give it wide distribution in your lobby, on the street and via store co-ops. Back page may be used for merchant's ad to help defray the cost.

NEW POSTERS AND LOBBIES

PACKED WITH

See 'em in Color!

LAST CHANCE TO SEE!
FIRST TIME AT REGULAR PRICES!
INTACT! - UNCUT!
SHOWN IN ITS ENTIRETY!

PARAMOUNT PRESENTS
CECIL B. DEMILLE'S
The Ten Commandments
 TECHNICOLOR®

CECIL B. DEMILLE'S THE TEN COMMANDMENTS
 CHARLTON HESTON - YUL BRYNNER - ANNE BAXTER - EDWARD G. ROBINSON - YVONNE DE CARLO - DEBRA PAGET - JOHN DEREK
 SIR CECIL DE MILLE - NINA FUCHS - MARTHA SCOTT - JUDITH ANDERSON - VINCENT PRICE
 BASED UPON THE HOLY SCRIPTURES AND OTHER SOURCES AND MATERIALS. PRODUCED BY CECIL B. DEMILLE. DIRECTED BY CECIL B. DEMILLE. CAST BY CECIL B. DEMILLE. COSTUME DESIGNER: CECIL B. DEMILLE. MUSIC BY CECIL B. DEMILLE. EDITOR: CECIL B. DEMILLE. EXECUTIVE PRODUCERS: CECIL B. DEMILLE. PRODUCED BY CECIL B. DEMILLE. DOLBY DIGITAL. TECHNICOLOR®

EXACTLY AS SHOWN ON BROADWAY • SEE IT WITH YOUR WHOLE FAMILY

ONE-SHEET

LAST CHANCE TO SEE!
FIRST TIME AT REGULAR PRICES!
INTACT! UNCUT!
SHOWN IN ITS ENTIRETY!

PARAMOUNT PRESENTS
CECIL B. DEMILLE'S
The Ten Commandments
 TECHNICOLOR®

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EXACTLY AS SHOWN ON BROADWAY • SEE IT WITH YOUR WHOLE FAMILY

THREE-SHEET

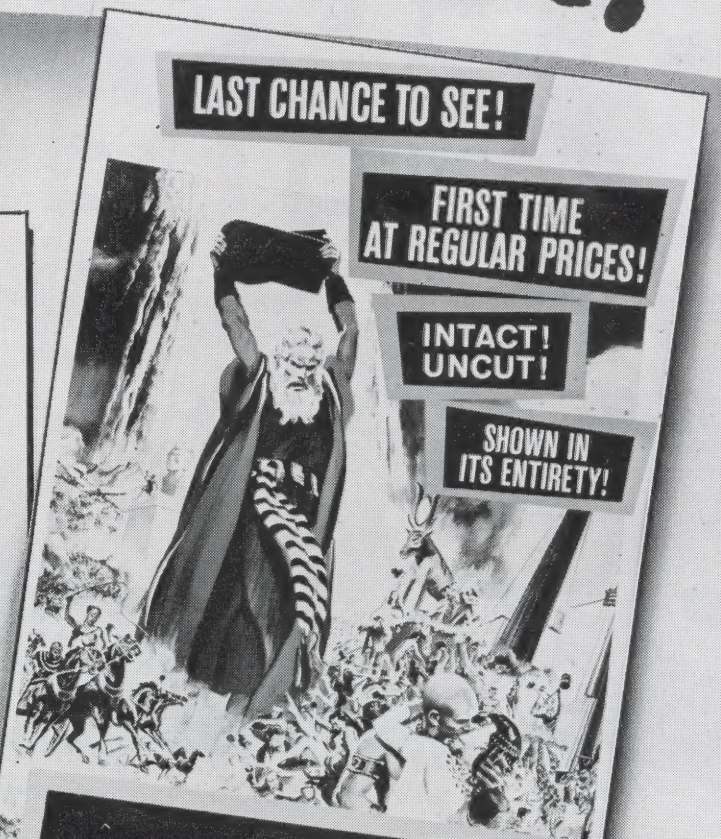
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SET OF EIGHT 11 x 14's
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SPECIAL HERALD

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Accessories
from
**NATIONAL
SCREEN
SERVICE**



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22 x 28 LOBBY PHOTO "B"

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A
**GIANT-SIZE
TICKET-SELLING
EYE-STOPPER
IN
FULL-COLOR!**

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CUTOUT 9-FT. FLASHER
STANDEE IN COLOR
YOURS FOR A SPECIAL
LOW PRICE OF ONLY**

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Enclose check or money
order when ordering.

LAST
CHANCE
TO SEE!
•
UNCUT!
INTACT!

CECIL B.
DEMILLE'S
PRODUCTION

FIRST
TIME AT
REGULAR
PRICES!
•
SHOWN
IN ITS
ENTIRETY!

The Ten Commandments



CECIL B. DEMILLE'S THE TEN COMMANDMENTS

CHARLTON YUL ANNE EDWARD G. YVONNE DEBRA JOHN
HESTON · BRYNNER · BAXTER · ROBINSON · DE CARLO · PAGET · DEREK
SIR CEDRIC HARDWICKE · NINA FOCH · MARTHA SCOTT · JUDITH ANDERSON · VINCENT PRICE

DIRECTED BY CECIL B. DEMILLE · WRITTEN FOR THE SCREEN BY AENEAS MACKENZIE · JESSE L. LASKY, Jr. · JACK GARISS · FREDRIC M. FRANK
Based upon the HOLY SCRIPTURES and other ancient and modern writings · PRODUCED BY MOTION PICTURE ASSOCIATES, INC.

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A PARAMOUNT PICTURE

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DISPLAY IT 4 WEEKS
IN ADVANCE OF YOUR
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equipped with flasher and
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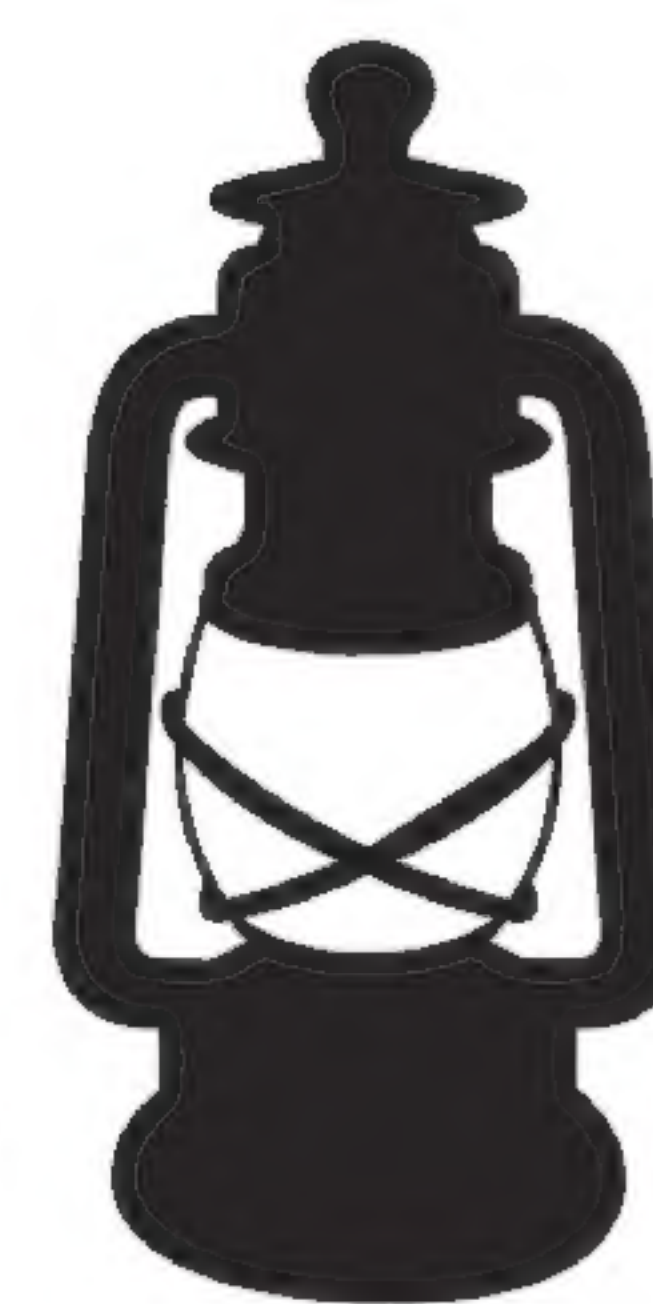


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